



Donate Life

Missouri Organ and Tissue Donation

2013 Annual Report

Governor's Organ Donation Advisory Committee





Let life bloom.



Donate Life

Missouri Organ and Tissue Donation
2013 Annual Report

CONTENTS

1

From the Chairperson Peter Nicaastro

2

From the Acting Director Gail Vasterling

3

Committee Report

Advisory committee members participated in a number of events to promote organ and tissue donation during fiscal year 2012.

4

Educational Initiatives

Advocacy groups across the state are working to increase awareness about the importance of organ donation.

8

An Author's Understated Transplant Victory

Kidney and pancreas recipient daily celebrates the gift she received.

10

Volunteer Efforts

Four volunteers spreading the word: Zac's Challenge, Lions Club, Dispelling Myths and Fifth Grader Fundraiser.

14

Financial Summary

Income and expenditures for the Missouri Organ and Tissue Donor program.

15

Donor Designation Report Card

Data about Missouri's organ donor registry, donors and transplant recipients.

20

License Offices

Local license offices' achievements and support of the Organ and Tissue Donor Program.

22

Registry Participation

Organ donor registration percentages and percent of change from Missouri's local license offices' registrations.

Organ and Tissue Donor Program **MISSION**

Close the gap between the need and availability of organs and tissues through informed citizens and an efficient, confidential registry of potential donors.



Peter Nicastro

From the CHAIRPERSON

Fellow Missourians,

Last year in this space I focused on the gratitude I felt toward all of the parties responsible for making the Missouri Organ and Tissue Donor Registry and the Organ and Tissue Donor Program successful in bringing life saving organs, as well as eyes and tissues, to Missourians and other Americans who need them. The intervening year has brought small but measurable improvements in important categories. At the end of the last fiscal year, we reported 2.994 million Missourians listed on the registry. At the end of June 2013, registry totals rose to 3.143 million Missourians, a 5 percent increase. The registry has systems in place to keep it current, for example, removal of Missourians who have died, so we are confident that the total number of people listed is as accurate as possible. Thank you to everyone who made the decision to be a donor and joined the registry in 2013, as well as those who registered previously and maintained or even renewed their registration.

The number of contributions to operate the fund also increased over 2012. I wish I could thank each person individually, who either made a \$1 donation at a Department of Revenue license office while obtaining or renewing a driver license or vehicle registration; through the Missouri State Employee charitable campaign; through the income tax check off, from which donations increased substantially 69.5 percent over 2013; or via direct donation. In particular, we are working to investigate ways that we can thank income tax check-off donors in a cost-effective manner that respects filers' other private information. While we are working to see if and how this is possible, please accept my appreciation. In addition, a new license plate design is now available (page 2), which utilizes the same blue and green "Donate Life" logo that is throughout this publication. The new plate replaces the original design and provides another avenue for Missouri drivers who want to share a pro-donation message.

"Keep Hope Alive" was brought to the committee's attention by committee member Debra Simaitis. Deb's daughter Laura was tragically killed in an accident, and although first responders were unsuccessful in saving her life, their actions at the scene enabled Laura's organs to save others. Deb's tenacity and enthusiasm for "Keep Hope Alive" inspired the speedy development of this critical program. Deb recently presented to the Missouri Association of Fire Protection Districts annual convention, and continues to speak to fire departments statewide about this new opportunity to educate their first responders. Additionally, through the generosity of the video's producers, the Department of Health and Senior Services and the University of Missouri, this program is offered to fire departments and other first responders free of charge.

Education is a big part of the committee's mission, and one that all of my fellow members, and our non-member partners, take very seriously. In March and April this year, committee members, partners and representatives of the Department of Health and Senior Services first met with the Governor in conjunction with his signing of a proclamation declaring April to be Donate Life Month in Missouri, as it is nationwide. Later in April, a similar group was in the Rotunda of the Missouri Capitol, talking to the public, members of the General Assembly and their staff, answering questions about organ, eye and tissue donation. Over 75 other events were held by partners statewide in fiscal year 2013 to educate Missourians in every corner of the state. In addition, the registry office is available via a toll-free number to answer questions about the registry, and the website is available 24/7 for those who wish to confirm or modify their registry record, join the registry, or print the registry removal form.

Whether you wish to be a donor or not, I strongly urge you to document your decision, and most importantly to share it with your family and your primary doctor or other health care professional. Many resources are available on the website, through the organ procurement agencies, our many community partners, and via the program office, to help you make an informed decision. Organ, eye and tissue donation gives hope and restores healthy lives every year to hundreds of Missourians, who are extremely grateful to the donors and their families for their choice to Donate Life.

Best wishes for a healthy 2014!

Peter Nicastro, Chairperson
Governor's Organ Donation Advisory Committee

"The
choice to
be a donor
belongs to
you."



Gail Vasterling

From the Acting DIRECTOR

The 2013 Annual Report of the Governor's Organ Donation Advisory Committee highlights what life is all about – giving. A single donor can potentially save eight lives. Missouri's report card on page 15 reflects the continued generosity of those who give the gift of life by supporting organ and tissue donation.

Through the educational initiatives of our partners across the state, volunteers and mentors, the number of registered donors in Missouri exceeds 3 million. Our featured recipient became a writer following kidney and pancreas transplants in 2006. She is now the Volunteer Coordinator for transplant candidates at Research Medical Center in Kansas City. The Midwest Transplant Network (MTN) celebrated 40 Years of service and serves more than 200 hospitals and thousands of donors, recipients and their families.

I offer my sincere thanks to Peter Nicastro, chairperson of the Governor's Organ Donation Advisory Committee (GODAC), for his ongoing commitment to raise awareness and donations, and extend my appreciation to all members of the committee. The committee met this year with stakeholder representatives to adopt a strategic framework for activities, which will result in a comprehensive five-year strategic plan.

Finally, I invite everyone to visit the registry website, update their profile or learn about the new "Be A Donor" specialty license plate at www.health.mo.gov/organdonor.

Sincerely,
Gail Vasterling, Acting Director
Missouri Department of Health and Senior Services



A donation to the Organ Donor Program Fund authorizes the use of the organ donor emblem. The donation is \$25 for one year and \$50 for a two-year license plate at the local license office.

To order go to <http://www.health.mo.gov/living/organdonor/applylicenseplate.php>.

Governor's Organ Donation Advisory Committee

Donor or Recipient Family Representatives

Debra Simaitis, donor family
Harry K. Ratliff, recipient family
Phil Duncan, heart recipient
Peter Nicastro, double lung and kidney recipient

Hospital Representative

Joan Keiser, Chaplain, Mercy Hospital Springfield

Procurement Agency Representatives

Jan Finn, Midwest Transplant Network
Heidi Kranz, Midwest Transplant Network
Ronald Walkenbach, Ph.D., Heartland Lions
Eye Banks and cornea recipient
Vacancy

Department of Health and Senior Services Representative

Virginia Beatty, Organ and Tissue Donor Program

2013 COMMITTEE REPORT

by Peter Nicastro

The committee worked on a number of important programs this year. “Keep Hope Alive,” a video professionally produced by donation advocates in California. We worked throughout the year with the University of Missouri and the Bureau of Emergency Medical Services of the Department of Health and Senior Services to make the video available to first responders in Missouri and create an assessment method that allows the University to issue continuing education credits to Emergency Medical Technicians and Paramedics. While the video itself is available on YouTube and other platforms, we believe that Missouri is only the second state to use the video in a formal continuing education offering. The training lasts about an hour to 90 minutes, and teaches first responders that the same steps they take to save the life of a victim facilitate that person’s wish to be an organ donor when their life-saving efforts are unfortunately not successful.

Additionally, the committee moved forward this year on a project to simplify the organ donation question asked of driver license and state identification card applicants. Since the passage of the revised Uniform Anatomical Gift Act in 2008, the question asked of applicants was 28 words written at a college reading level. We were trying to determine two things with one question: 1) if the applicant wanted to be listed on the organ, eye and tissue donor registry and 2) whether the applicant wanted to have the new heart and green ribbon symbol on the license or identification card. While written mindful of adherence to the law, it was confusing. The committee worked along with directors and staff at the Departments of Health and Senior Services and Revenue, to divide the applicant question into two questions. Question one will ask the applicant if he or she wants to be listed on the registry, and question two will ask those who wish to be listed if they want the heart and green ribbon symbol printed on their license or identification card. In addition, the questions themselves are shorter and simpler. We hope that the new design, which will be in use starting sometime in 2014, will reduce the confusion experienced by patrons when conducting business at a Department of Revenue license office.

Finally, the committee met this year with representatives of all of our stakeholders, to adopt a strategic framework for our combined activities which is currently under review by the Department of Health and Senior Services. The framework will be the foundation to write a comprehensive five-year strategic plan. Included are goals to:

- educate the public about the donation process and how they may make known decisions about organ donation, including more focused populations like students and the elderly;
- maintain sustainable funding and transparently and publicly report how your donations are being spent to support the registry and program;
- increase the information available on living and other types of donation; and
- improve the aggregate data that are available to our partners so they may better focus their work, for example, our support for license office education.

A summary of members’ individual outreach activities is provided in the adjoining table

Summary of Committee Activities

	Registry Drives	Awareness Events	Organization Webpage Updates	Facebook Postings	Collaborative Meetings (State and National)	High School Education Programs	News-letters (electronic and paper)	Hospital Staff and Other Professional Education
Beatty, Virginia	1	2*	4	1	1	0	2	0
Duncan, Phil	2	24*	0	0	0	14	0	5
Finn, Jan	0	10	0	8	3	0	0	2
Keiser, Joan	1	2*	0	0	0	0	0	29
Kranz, Heidi	3	10*	0	6	7	0	1	10
Nicastro, Peter	0	3*	2	0	18	0	0	1
Ratliff, Harry	0	1	0	0	0	0	0	2
Simaitis, Debra	0	10*	0	8	2	8	1	2
Walkenbach, Ron	2	15*	0	0	0	0	2	3

* Donate Life Month Proclamation Signing and Donate Life Month Awareness Activity at the State Capitol Rotunda (2 activities)

2013 EDUCATIONAL INITIATIVES

Department of Health and Senior Services *by Belinda Heimericks*

The Department of Health and Senior Services (DHSS) continues to participate in awareness activities, registry drives and employee education, and respond to inquiries from the public. Most efforts are done in collaboration with agency members of Team Missouri; Mid-America Transplant Services (MTS), Midwest Transplant Network (MTN), Missouri Kidney Program (MoKP), Department of Revenue (DOR) and Gift of Life (GOL).

For Donate Life Month, DHSS included articles in the weekly employee electronic newsletter. This year, one of the articles featured Robyn Carrender who provided her fellow employees her personal testimony about the loss of her 16-year-old daughter and the lives enhanced through tissue donation. For Blue and Green Day, a "blue and green business attire" challenge was issued by the Director. Several individuals participated and attended the photo opportunity and mini-reception.

New partnerships were established in fiscal year (FY) 2013. For example, the program worked with the DHSS' Bureau of Emergency Medical Services (EMS) and the University of Missouri Emergency Medical Services Education Institute to fine tune a program developed by Sierra Donor Services, called "Keep Hope Alive." The MoKP, the Fraternal Order of Eagles (FOE) and the DHSS' program are collaborating to bring an education project to many communities through the FOE service organization. The project will inform all FOE members about organ and tissue donation, encourage their involvement in educating others within their communities as well as hosting local registry drives through FY14.

The cross-departmental work team, DHSS and DOR, continue to assure program efforts and enrollment processes run smoothly and efficiently. During FY13 the work team concentrated on revising the donor registry question asked by the local driver license office clerks. The current single question will be divided into two questions to facilitate a better understanding of the intent of the question. Timeline and logistics will be handled next fiscal year as well as the development and distribution of a new educational brochure that will supplement existing brochures.

For more information about the Missouri Organ and Tissue Donor Program, visit www.health.mo.gov/organdonor.



Department of Revenue *by Gena Ahlers*

The Missouri Department of Revenue (DOR) included information about organ and tissue donation in a May 2013 article to its employees: "Organ and tissue donors preserve life. If you've thought about becoming a donor or need more information to make a decision, visit <http://health.mo.gov/living/organandonor/facts.php#intro>. There you can register your wishes and learn the facts."

The DOR notified its contractors they are no longer required to give a copy of the Show Me Your Heart brochure to every permit, driver license, and nondriver identification card applicant. However, license offices are required to make a brochure available and accessible (i.e., on a table, counter or brochure display) to anyone that may want more information about Missouri's first-person consent organ and tissue donor registry.

The DOR also provided information in four issues of their electronic license office newsletter during FY13. The following questions were addressed:

How common is living donation?

What organs can be donated by a living donor?

Do some transplant recipients get special consideration on the waiting list?

Will organ, eye, and tissue donation delay the funeral?

Do you have to be young and healthy when you die to be a donor?

Will my decision to donate affect my health care?

Heartland Lions Eye Banks *by Clayton Clark*

Heartland Lions Eye Banks (HLEB) conducted five registry drives, published 16 newsletters, regularly published news and corneal transplant recipient stories to www.hleb.org, and regularly posted to social media via Twitter (@EyeBanks) and Facebook (www.facebook.com/HeartlandLEB) during FY13.

For National Eye Donor Month (NEDM), HLEB focused efforts on partner hospitals using the theme "Be Someone's Hero." Through coordination with our advocates and donor councils at each hospital, posters, table tents and t-shirts were displayed that encouraged people to support eye donation and sign up for the donor registry. Press releases with personalized content were submitted to each hospital thanking them for their support and celebrating the number of eye donors or corneal transplant recipients from their hospital in the last year. These press releases communicated every person's four superpowers:

1. **Learn** more about eye donation at www.hleb.org,
2. **Speak** with your family and friends about your choice to donate,
3. **Pledge** to be an eye, organ, and tissue donor on the state donor registry at www.donatelife.net, and
4. **Share** the message of donation with others in your hospital and community.



Hospital partners gave positive feedback and enjoyed the snazzy poster design. Most hospitals published the press releases as articles in their internal and/or external newsletters. To engage a broader audience, HLEB submitted press releases to major media outlets in six office locations (Kansas City, Columbia, St. Louis, and Springfield, Mo., as well as Springfield, Il. and Hutchinson, Kan.) encouraging them to share the news of NEDM and local recipients' transplant stories.

Mid-America Transplant Services *by Justin Phelps*

The Mid-America Transplant Services (MTS) engaged more than 2,100 students during the 2012-2013 school year through its on-site student education program designed to teach high school students about the organ and tissue donation process. The program provides free bus transportation to the MTS facility for participating schools within St. Louis, Mo., St. Louis County and surrounding areas.

For the 2012-2013 school year, MTS continued to utilize a Teacher Resource Guide, which provides teachers a 30-page, interactive PDF with information, videos, and available online resources to further engage students. In conjunction with a registry initiative focusing on similar communities, MTS targeted its efforts on schools in areas where the designation rate is low.

MTS continued its partnership with Saint Louis University's Adventures in Medicine and Science (AIMS) program, in which students handle real human organs. During the on-site, highly interactive presentations, students are given information about organs and tissues that can be donated, who is eligible for donation, and how organs are allocated. Students also discuss the role of MTS, the need for organ and tissue donation and how to sign up to be an organ and tissue donor. The most important topic addressed is about the student talking with his or her family about organ and tissue donation and the wishes of each family member. The program often includes a trained volunteer sharing his or her story and helping with activities. The presentation concludes with a tour of the facility, including the operating room, intensive care unit, Eye Bank and the Communications Center.

Visit www.mts-stl.org or contact T'Shon Young, MTS education coordinator, at 314-735-8456 for more information.

Missouri Kidney Program *by Leanne Peace*

Informing Missourians about the risks for kidney disease is the number one priority for the Missouri Kidney Program (MoKP). Our mission is to provide prevention education to citizens and healthcare providers on ways to stop or delay the progression of Chronic Kidney Disease (CKD). In Missouri there are approximately 2,000 kidney patients each year that are reaching CKD Stage 5, and needing chronic dialysis or transplantation. Educational programs are geared to CKD Stage 3 and 4 patients and provide free unbiased information about all the kidney treatment options of hemodialysis, peritoneal dialysis, and kidney transplantation; emphasizing that kidney transplantation has the best long term clinical outcomes. Classes provide patients and families with the 'best practice' information, including steps to become a transplant candidate, ways to find a suitable living donor, and healthy steps to keep your transplant functioning. In Missouri and nationwide, the kidney is the organ that is in greatest need. On July 31, 2013, the United Network of Organ Sharing reported 1,177 Missourians are waiting for a kidney transplant, 18 waiting for a kidney-pancreas transplant and 3,614 are surviving with a functioning kidney transplant.

The MoKP also assists low-income kidney patients (CKD Stage 5) with their medical needs beyond their insurance coverage, such as expensive dialysis and transplant medications or co-pays, and transportation to their life-sustaining kidney appointments. "We understand the importance of maintaining the medical stability of our chronically ill kidney patients, and are pleased to assist needy Missourians with these essential needs," said Leanne Peace, Missouri Kidney Program.

Speaking out for kidney patients continues to be a vital mission of MoKP. The MoKP hosts an Advocacy Day at the Capitol for Kidney Awareness Month in March and participates in April's Organ Donor Awareness Month. Having and maintaining access to health care is important for chronic kidney patients, so MoKP has been active in promoting the expansion and transformation of Medicaid, improving Medicaid Spend Down process and providing information on the Affordable Care Act.

3,614
Missourians
are surviving
with a
functional
kidney
transplant.

Midwest Transplant Network *by Ray Gabel*

The Midwest Transplant Network (MTN) celebrated 40 Years of service and serves more than 200 hospitals and thousands of donors, recipients and their families. The MTN has a new look; a new vision to lead organ and tissue donation through excellence, quality and partnership; and a refreshed mission of saving lives by honoring the gift of donation with dignity and compassion.

The updated look includes a new website (www.mwtn.org) and provides people the ability to share digital donor quilt squares on their social media pages. A new, private Donor Families Facebook group launched in December 2012 and provides a safe and caring environment for families to share and be supported during their grief journey. More than 150 donor families have joined the group.

Other Events/Activities:

- Together, hospital executives and MTN staff received the Medal of Honor at the 7th National Learning Congress in Grapevine, Texas, in October 2012. Ten hospitals received awards for achieving and sustaining national goals for donation; donation rate of 75 percent or more of eligible donors.
- The 10th Annual Donate Life Float (Jan. 2013), featured three families from MTN's service area. Michele Shanahan DeMoss (Kansas City, Mo.) rode on the float in honor of her daughter Blair. Molly Noble (Stover, Mo.) and Landon Mitchell (Solomon, Kan.) were honored with a floragraph portrait that lined the heart-shaped path.
- Educational efforts and visits to the 84 Missouri driver's license offices continued. Each office received a monthly e-letter and registry status updates. License offices also received "Licensed for Life," a quarterly publication with articles, campaigns and upcoming events related to organ, tissue and eye donation. On average, these offices register 43 percent of license office patrons each month.
- Partnering with the University of Missouri Hospital and Clinics, MTN provided an education and registry drive event at the Missouri State Fair. Record numbers stopped by to share their story, show their donor symbol, learn about donation, or sign up for the registry.
- The annual Celebration of Heroes services was held in November and dedicated to those giving gifts of life through organ, tissue and eye donation.
- The Donor Awareness Night at the Kansas City T-Bones game was held in June. Families of organ, tissue and eye donors were invited to enjoy an evening of food, fellowship and T-bones baseball.
- Staff and Ambassadors reached more than 50,000 through schools, community programs, through schools, community programs, health fairs and Work Place Partners' programs.



Connecting lives for 40 years

L to R: Maxine McMullen and Sarah Jane Dolezal

Jeanne has become a
Volunteer Coordinator for
transplant candidates.

AN AUTHOR'S
UNDERSTATED
TRANSPLANT
VICTORY



Jeanne Glidewell exudes
energy and classic
understatement. She does
not boast, so you can ask
questions and learn who
she is.

Jeanne Glidewell, Cadillac Mountain, Bar Harbor, Maine

by Keith Anderson, Gift of Life

Jeanne became a writer following her kidney and pancreas transplant in 2006. "In December 2012, I received notice that my second novel in the Lexie Starr cozy mystery series was accepted for publication," said Jeanne Glidewell. Suffice it to say that 51 year old Jeanne celebrates daily the gift she received in 2006, alongside Bob, her husband of 25 years.

Battling a life-long struggle with diabetes, Jeanne's busy life came to a screeching halt in the summer of 2004. At the time, she and Bob were running a successful business in Cheyenne, Wyo., when she was hospitalized with double pneumonia, anemia, diabetes and other health issues leading to a pulmonary/cardiac arrest resulting in a tube being inserted in her throat for breathing. "I was also suffering from an acute case of kidney failure and told that I was a perfect candidate for a simultaneous pancreas/kidney transplant. I am fortunate that I was born with no fear. It served me well in this instance. I was elated and could not wait to get the show on the road." Her spirit is indomitable.

They relocated to Kansas City for family support and to be near The Transplant Institute at Research Medical Center. Jeanne continues, "My waiting time on the list was one week shy of six months. I was anxious in an excited way and felt hopeful every time the phone rang. Due to the diabetic complication known as Gastroparesis, I was just concentrating on getting through each day without ending up in the back of an ambulance." During the wait all travel halted and driving ceased after she returned home with a traffic ticket from a trip to downtown Kansas City she did not remember. Bob became her driver and her rock every step of the way. She stands fast that support from spouses, partners, family members and friends is key during the candidate's waiting period and post-transplant. "They become your rock, your heroes and your saving grace, alongside your donor and the donor family."

Peggy McGinnis, a social worker at Research Hospital, was part of the team that developed the Life Mentors program for Gift of Life. Knowing that Life Mentors will provide encouragement and support to those waiting for a life-saving transplant, and that their partners and spouses would also help as Life Champions, Peggy immediately recommended Jeanne for the program. Since then, Jeanne has become the Volunteer Coordinator for transplant candidates at Research Medical Center as part of a team with Terrence Brown, also a kidney recipient and Life Mentor.

On the heels of her third transplant anniversary, life quieted down for Jeanne and Bob. They have called on transplant candidates as a Life Mentor and Life Champion between trips to Alaska, a Caribbean cruise, Honduras, the Panama Canal and the annual Crawfish Festival in Louisiana. Jeanne is also providing support during her mother's battle against breast cancer. "My mother always told me, when one door closes, another one opens. I believe in walking through it."



Jeanne and Bob Glidewell

2013 VOLUNTEERS

Zac's Challenge: 1,045 and counting

by Justin Phelps, Mid-America Transplant Services

Learn more about Zac's Challenge at ZacsChallenge.com.

With the help of family and friends, the Wildhabers have added 1,045 people to the organ and tissue donor registry through a program called Zac's Challenge, which was developed after Amy's son, Zac, died in a tragic car accident and passed away on Valentine's Day in 2012. He saved five lives and enhanced countless more through his family's selfless decision to donate his organs and tissues.

“As a mom, your biggest fear is that your child will be forgotten.”

– Amy Wildhaber

Zac Wildhaber



“Initially, Zac's Challenge was a God send,” she said. “It allowed us to focus some energy in a positive manner, and that was huge. Now it's a good way to build his legacy. I was thinking about this the other night: Zac's legacy is probably more than most people will aspire to in a lifetime, and he's 17.”

With the help of family and friends, the Wildhabers have added 1,045 people to the organ and tissue donor registry through a program called Zac's Challenge, which was developed after Amy's son, Zac, died in a tragic car accident and passed away on Valentine's Day in 2012. He saved five lives and enhanced countless more through his family's selfless decision to donate his organs and tissues.

The program's aim is to raise organ donation awareness by encouraging people to join the organ and tissue donor registry with the help of Mid-America Transplant Services. By accepting Zac's Challenge, an individual sets a goal to help five more people join the registry. The idea is to create a huge pyramid of newly informed and registered individuals, and the vision has evolved significantly. The Wildhabers and many family and friends have hosted more than 25 events in and around Union, Mo., where the family resides.

As an emergency department nurse at Missouri Baptist Sullivan Hospital, Amy's role includes assisting with education, including the hospital's annual organ and tissue donation education program. After working on the program one day after Zac passed away, she came home and told her family, “We're planning this education and I'm thinking about sharing Zac's story to assist with it.” Her husband, Troy, and two children, 21-year-old Megan and 16-year-old Rob, were quickly on board. “I thought we could set a goal,” Amy said. “So we went for 1,000.”

As of June 6, 2013, about 1,045 people had signed up through Zac's Challenge from 10 states.

Troy and Amy Wildhaber



Old Monroe Lions Club volunteers

by Clayton Clark, Heartland Lions Eye Banks

As part of National Eye Donor Month this past March, the Old Monroe Lions Club held a donor registration drive in their community. In conjunction with the local Knights of Columbus' Lenten fish fry on Friday, March 22, 2013, the Lions successfully registered more than a dozen people in just a couple of hours. In Old Monroe, situated 15 miles north of St. Peters in Lincoln County, this is remarkable given the town's population of 268 people.

By combining the capabilities of two recognizable service groups—the Lions and the Knights of Columbus—and making the request for registration at a popular community event, the Lions were able to convert their familiarity with the local population into signed registration forms. In two important ways, the Lions' drive was highly successful. First, the cost to register each of these people from Old Monroe was minimal (a Donate Life banner, some green bracelets and HLEB pens, printing of registration forms, and shipping these items), and second, the Lions were able to register people in Missouri's rural population. Lincoln County is not the least registered county in Missouri (falling in the 41-50 percent range as of June 30, 2012), but as local leaders, the Old Monroe Lions were able to register their neighbors, fellow congregants and coworkers in a place where registration levels fall well below the state average.

Heartland Lions Eye Banks thanks the Old Monroe Lions for their service and looks forward to recognizing them as a model to other Lions clubs throughout the state. Motivated by their enthusiasm for giving sight, the Missouri Lions can leverage their brand and local connections to engage Missouri's rural populations—as well as urban and suburban ones—in fruitful conversations about eye, organ and tissue donor registration.



Old Monroe, Missouri



The Lions were able to convert their familiarity with the local population into signed registration forms.

Dispelling myths and misconceptions

by Ray Gabel, Midwest Transplant Network



Melissa Bongiovi

Midwest Transplant Network relies on dedicated volunteers and ambassadors to help increase awareness and provide education about organ and tissue donation throughout the western two-thirds of Missouri and Kansas.

Melissa Bongiovi has been an active Midwest Transplant Ambassador since 2011. In 2009, her son Gabriel passed away and saved five lives as an organ donor. After Gabriel's donation, Melissa made the decision to become involved. Her volunteer work is especially valuable within the African-American community where Melissa shares her story to help dispel any myths or misconceptions about organ and tissue donation.

"Our Ambassadors and volunteers, like Melissa, are crucial to helping MTN increase the number of registered donors in our service area," said Ray Gabel, MTN community education coordinator. "We are grateful for the time that Melissa and others provide to increase organ and tissue donation awareness."

Additionally, Melissa works with the Vial of Life program of the University of Missouri-Kansas City School of Pharmacy for pharmacists students. She has been able to bridge the volunteer work she does with MTN and the Vial of Life program to organize a Live Well, Plan Well seminar held in the spring for community members that do not have access to good medical care and information. Thank you, Melissa, for your dedication and hard work!

Melissa shares her story to help dispel any myths or misconceptions about organ and tissue donation.

Fifth grader holds fundraiser

by Ray Gabel, Midwest Transplant Network

Matt Barker, a fifth grader at Holden Elementary in Holden, Mo., wanted to do something special for National Donate Life Month, April 2012. So he and his friend, Karissa Meads, decided to hold a fundraiser to increase organ and tissue awareness and honor his brother Tyler, who received a lifesaving liver transplant when he was only 21 months old. Now in kindergarten and doing well, Tyler is very proud of all the work his big brother did to increase donation awareness.

I hope we inspired other kids that you can help with any cause you believe in," said Matt.

Matt first went to his principal and proposed the idea. Upon approval, a letter was sent to the elementary teachers and parents of the students. All week the students dressed up for different themes for spirit week, including Go Green, Be a Celebrity, Duck Dynasty and Crazy Hair day. Students were also able to donate money and were eligible to win prizes during spirit week. Matt and Karissa counted the money and made announcements over the loud speaker before classes began each day.

"We didn't need math class that week after counting all the change," said Matt. "The most exciting part was the anonymous letter and \$100 donation we received." Matt and Karissa presented the final donation of more than \$500 to MTN Community Education Coordinator, Ray Gabel, in front of their class. "I hope we inspired other kids that you can help with any cause you believe in," said Matt. "Matt and Karissa are young people who used their skills learned in school to help continue organ and tissue donation education efforts," said Ray Gabel.



*Front row: Tyler Barker
Back row: Karissa Meads, Matt Barker*

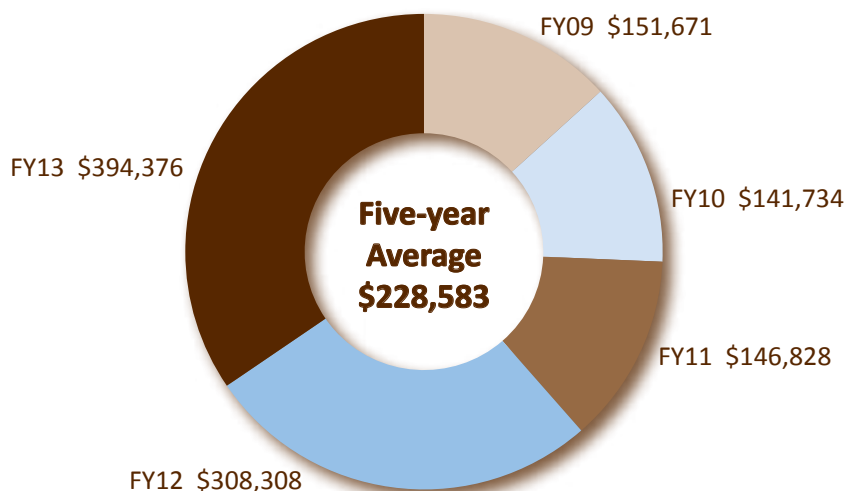
2013 FINANCIAL SUMMARY

Registry Summary

Revenue continued to rise in FY13. Factors contributing to the increase include collaborative educational and recognition efforts for local license offices; an increase in the Missouri State Employee Charitable Campaign contributions; and continued growth in Missouri Income Tax Check-off contributions.

The most recent five-year average annual contribution was \$228,583.40. Expenses are expected to increase in FY14 due to Donor Registry System relocation expenses.

Contribution History by Fiscal Year



Statement of Activities

Fiscal years (FY) ending June 30, 2012 and June 30, 2013

	FY12	FY13
Revenue		
Department of Revenue contributions	296,681	376,422
Direct contributions/specialty plate	1,645	1,460
State Employee Charitable Campaign	1,208	1,622
Missouri Income Tax Check-off	8,774	14,871
Revenue Subtotal	\$308,308	\$394,376
Expense		
Registry	24,506	55,978
Educational initiatives/annual report	1,653	2,121
Personnel services/leave pay	65,068	59,968
Staff benefits (fringe benefits)	31,708	29,300
Administrative overhead		
- Indirect costs	22,839	21,855
- Network allocation	2,749	2,509
- Program supplies and expenses	2,375	1,004
Network Adjustment	(981)	(202)
Indirect Adjustment	2,375	(7,374)
Expense Subtotal	\$152,292	\$165,159
Change in Net Assets		
- Beginning Fund Cash Balance	58,764	214,780
- Income	308,308	394,376
- Expenditures	(152,292)	(165,159)
Fund Cash Balance	\$214,780	\$443,997

2013 REPORT CARD MISSOURI DONOR DESIGNATION

(All data on these pages are subject to change due to future data submission or correction.)



Donor Designation Share (DDS)

The total number of designated donors as a percentage of all state residents age 18 and over.



Donor Designation Rate (DDR)

The rate at which individuals join the state donor registry as a percentage of all driver's licenses and identification cards issued within a specific period of time.

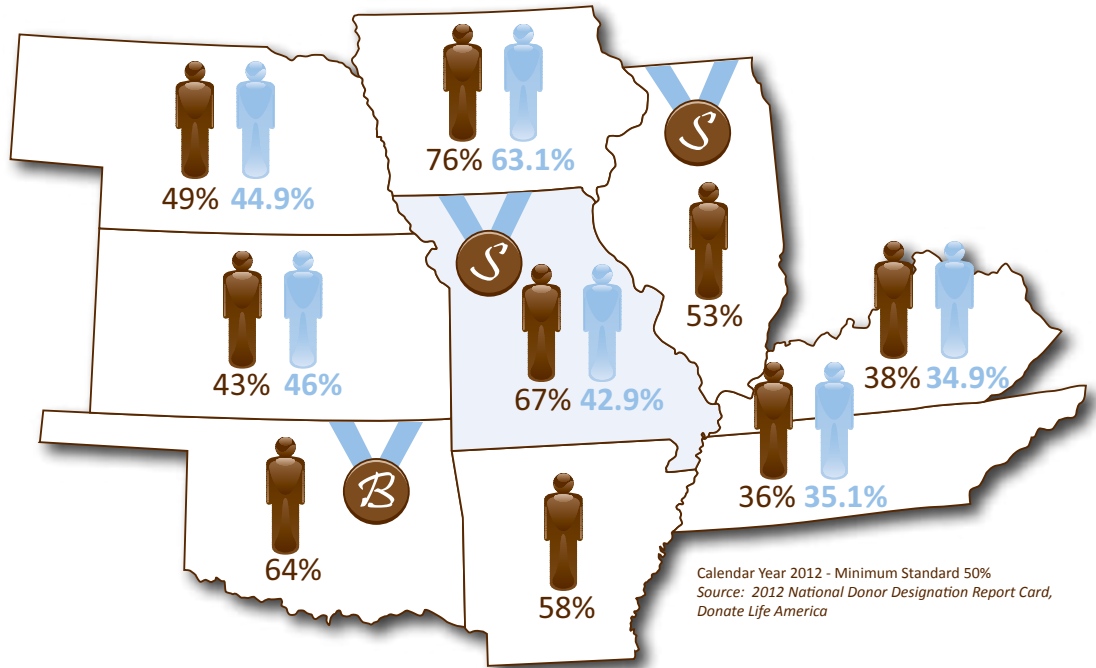


2012 Donor Designation Medals of Honor

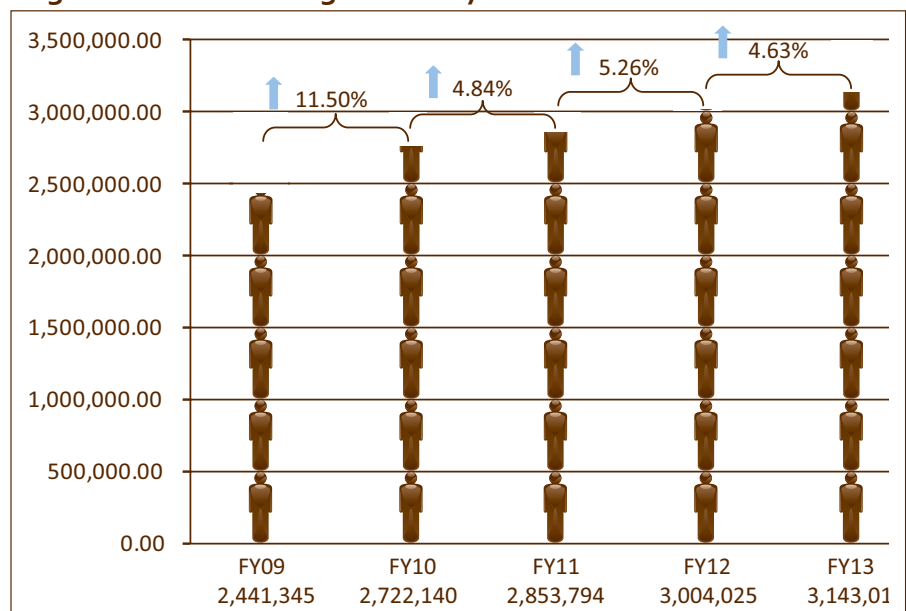
Donate Life America annually recognizes state teams for their achievements in increasing the number of registered organ, eye and tissue donors. States that reached the top tier in at least three of five key categories receive medals. Missouri and Illinois received a silver medal and Oklahoma received a bronze medal.

Details are available at <http://donatelifenet/wp-content/uploads/2013/09/DLA-Annual-Update-2013-FINAL.pdf>.

Donor Designation Share and Rate



Registered Donor Designations by Fiscal Year

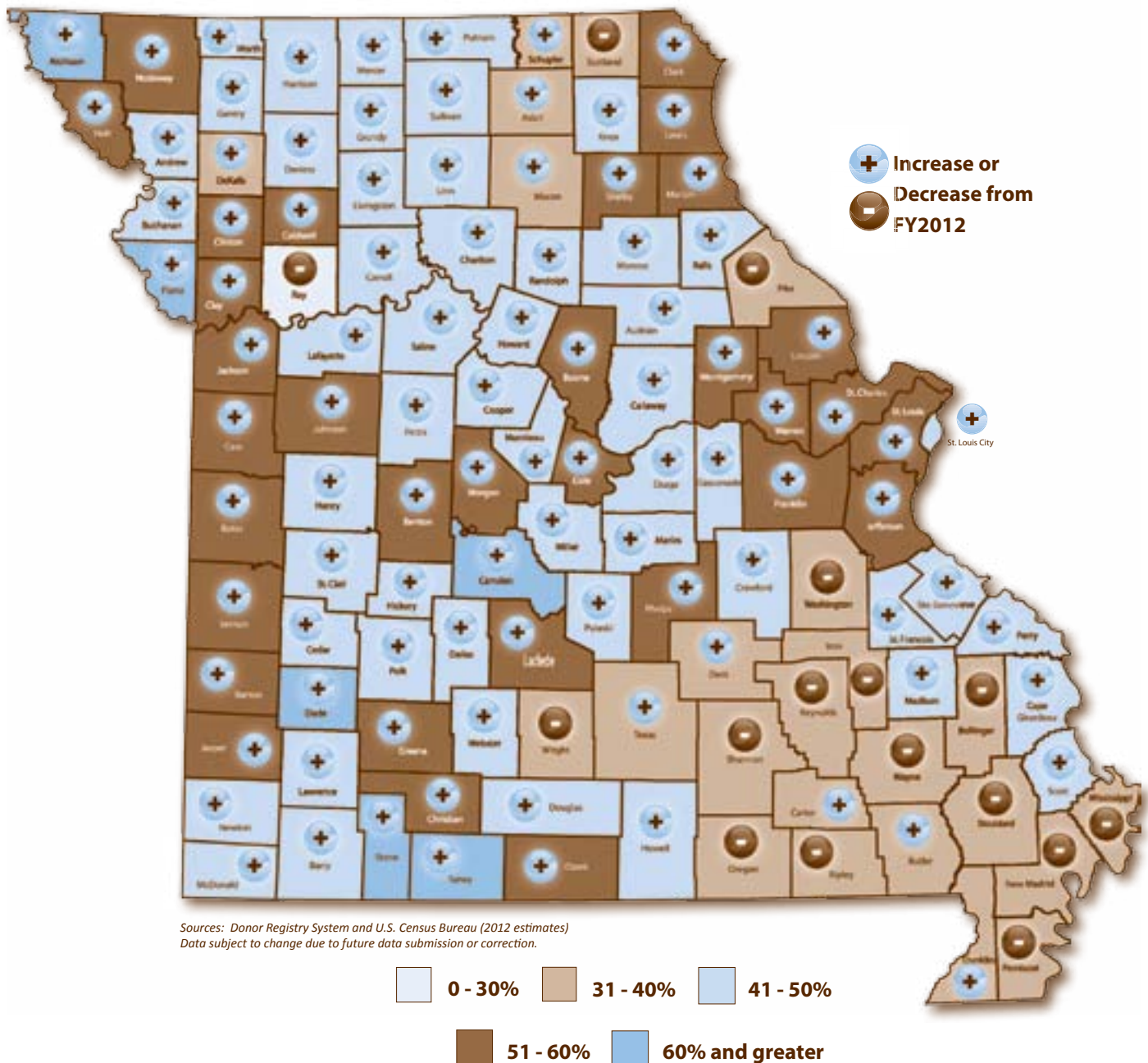


Source: Missouri Donor Registry System

2013 REPORT CARD CONT.

Registry Breakdown by County

The map shows the percent of county population registered as organ, eye and tissue donors for the period ending June 30, 2013.



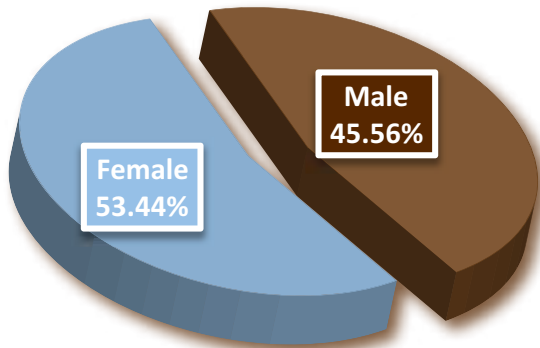
2013

Missouri Registered Donors

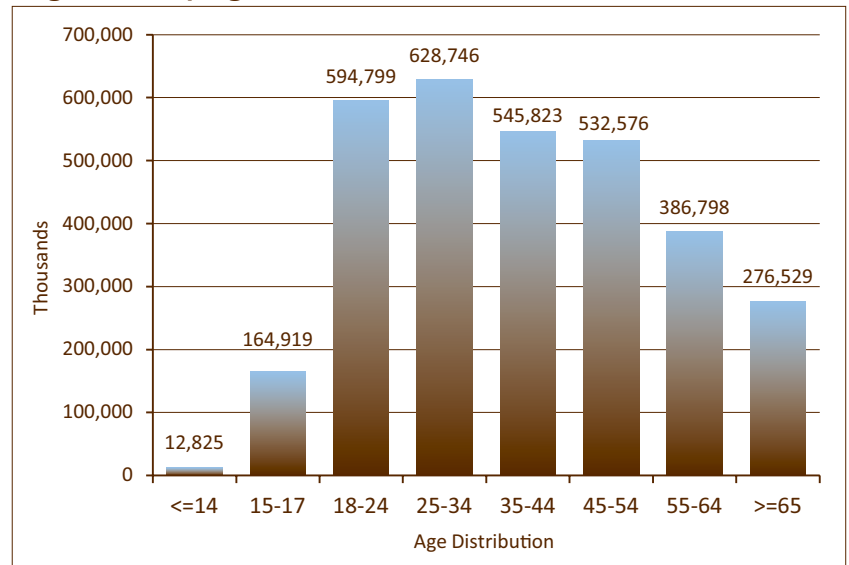
The following graphs reflect total unique registrants at the close of the year, June 30.

Missouri Registrants

3,143,015



Registered by Age



Registered by Age

Age Group	6/29/2013	2012 Census Est.	Percent of State Population Registered
<=14	12,825	1,164,984	1.10%
15-17	164,919	238,491	69.15%
18-24	594,799	593,526	100.21%
25-34	628,746	791,739	79.41%
35-44	545,823	730,782	74.69%
45-54	532,576	856,529	62.18%
55-64	386,798	762,756	50.71%
>=65	276,529	883,181	31.31%
Total Registrants	3,143,015		
Total Population Est.		6,021,988	
Total Percent of State Population Registered			52.19%

Source: Missouri Donor Registry System and U.S. Census Bureau

Note: Census data is estimated and registrants include individuals whose home state is different than Missouri but frequently travel to Missouri and chose to be registered.

Transactions include remote, online, paper, Department of Revenue and Vital Records.

FY 2010..... 839,788

FY 2011..... 812,896

FY 2012..... 964,060

FY 2013..... 913,787

2013 REPORT CARD CONT.

Waiting 2,442

Number of registrants ever waiting by age group at time of listing and wait list period where the candidate's home state is Missouri.

By Age

65+ 16.6%

50-64 42.8%

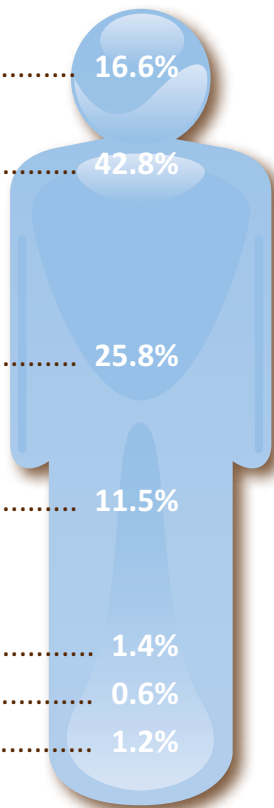
35-49 25.8%

18-34 11.5%

11-17 1.4%

6-10 0.6%

≤ 5 1.2%



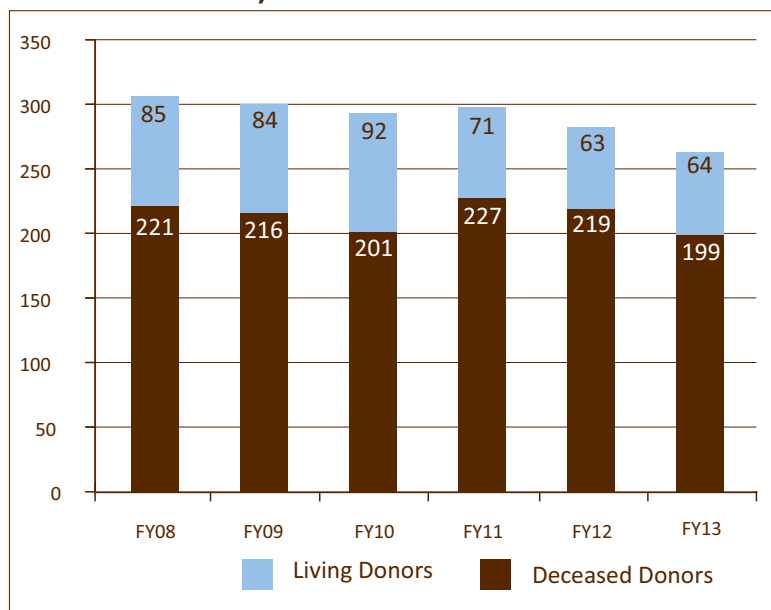
Missouri Registrants Ever Waiting by Age

	FY09	FY10	FY11	FY12	FY13
Unknown*	0	0	0	0	1
<1	24	25	14	22	11
1-5	20	22	20	19	18
6-10	15	13	27	18	15
11-17	42	31	43	29	35
18-34	324	328	298	281	282
35-49	644	614	601	608	629
50-64	891	899	962	979	1,045
65+	260	319	317	354	406
Total	2,220	2,251	2,282	2,310	2,442

Source: United Network of Organ Sharing

Note: Number of registrants ever on wait list for a transplant by age, by fiscal year where the candidates home state is Missouri. Candidate age is at the time of listing. Registrations may be counted in different time periods. UNOS Request 9192013-2. *Pending data correction.

Missouri Donors by Fiscal Year



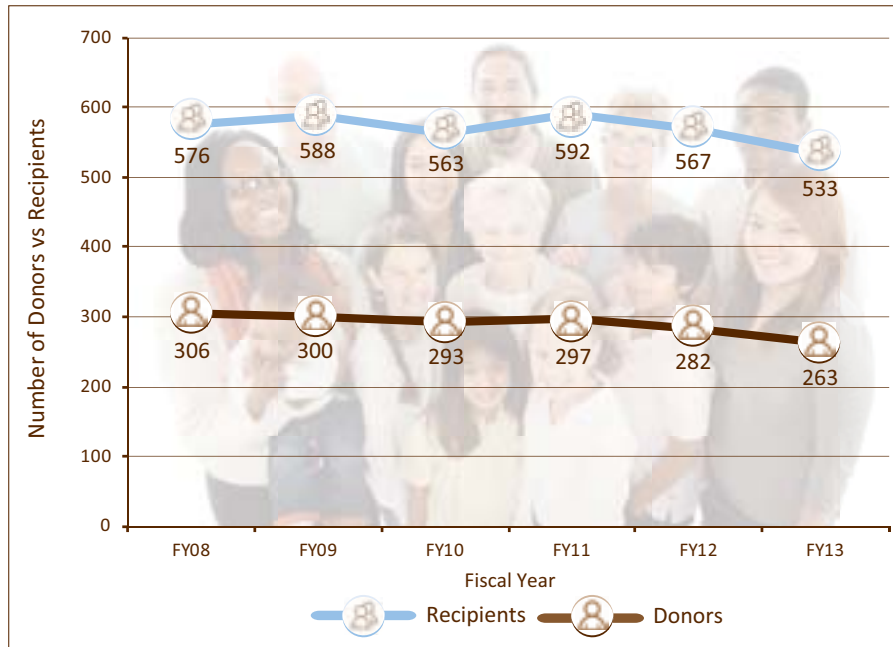
Recovery Authorized by the Registry

	FY 2012	FY 2013
Organ Donors	49.6%	57.7%
Tissue Donors	52.5%	57.5%
Eye/Cornea Donors	43.3%	47.8%

Source: Missouri organ and tissue procurement agencies

2013

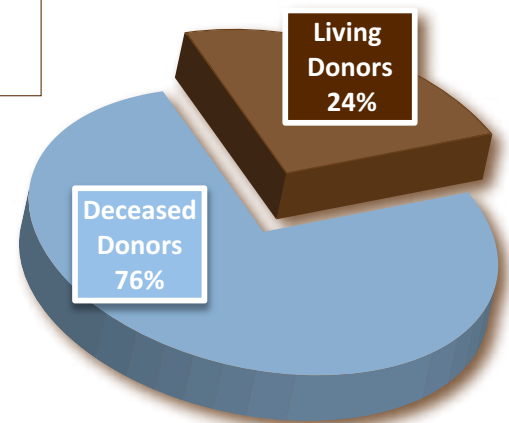
Missouri Donors vs. Transplants Performed



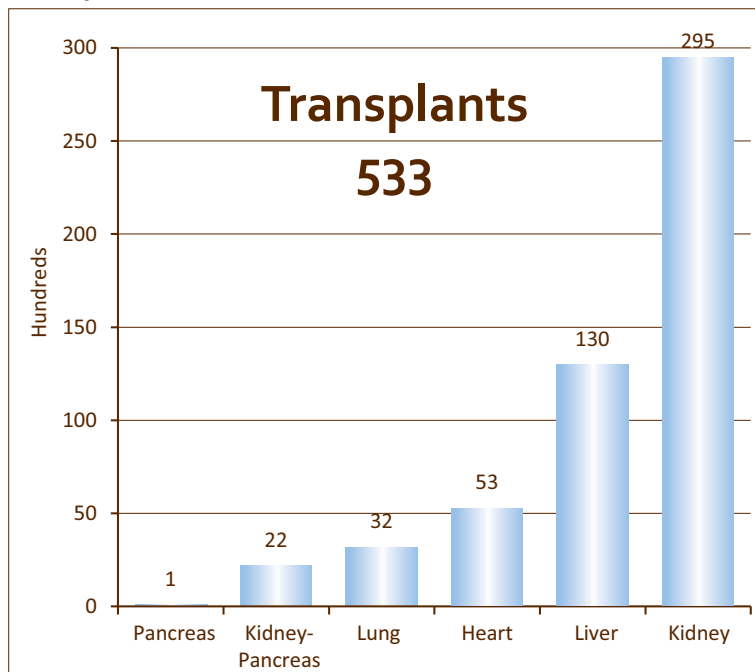
Source: United Network of Organ Sharing (UNOS) Request numbers 9192013-3, -4 and -5.

**One Donor Can
Help Many**

263 Heros



Transplants, as of June 30, 2013



Source: United Network of Organ Sharing (UNOS) Request numbers 9192013-3, -4 and -5.

Lives Changed

Note: Some data in this report is based on United Network of Organ Sharing (UNOS) Organ Procurement and Transplantation Network (OPTN) Data Requests 9192013-2, -3, -4 and -5 as of September 9, 2013. This work was supported in part by Health Resources and Services Administration contract 234-2005-370011C. The content is the responsibility of the authors alone and does not necessarily reflect the view or policies of the Department of Health and Human Services, nor does mention of trade names, commercial products, or organizations imply endorsements by the U.S. Government. Data from OPTN is based on the recipient or the donor information indicating that the individual's home state or primary residence is Missouri. Data is subject to change due to future data submission or correction.

2013 LICENSE OFFICES

Local driver license offices in Missouri are responsible for the majority of all registry enrollments and collect voluntary contributions that support registry operations and education efforts. The average enrollment goal for each office in FY13 was 40 percent. One hundred and fourteen offices met or exceeded this goal with several others being very close! The average contribution goal for FY13 was 10 percent; 43 offices met this goal. The goals remain the same for FY14. Offices meeting the enrollment goal increased from 49 percent to 61 percent. Reports for each local license office in Missouri are available at www.MissouriOrganDonor.com click on the "Reports" tab.



Congratulations!

Quarterly Awards—FY13

Local license offices that have the highest percent of registrations and contributions per transactions are recognized with a certificate. The following offices were recognized in FY13.

1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Annual
Registrations Clayton, Liberty and Lee's Summit	Registrations Platte City, Des Peres and Lee's Summit	Registrations Clayton, Des Peres, Lee's Summit and South Fremont	Registrations Platte City, Des Peres and South Fremont	Registrations Clayton, Des Peres and Lee's Summit
Contributions Harrisonville, Des Peres and Deer Creek	Contributions Lamar, Des Peres and Joplin	Contributions Clayton, Des Peres, Joplin and West County	Contributions Princeton, West County and St. Joseph	Contributions Des Peres, Lamar and Joplin

Highest Percent of Change—FY13

Compared to FY12, the following license offices showed the highest percent of change for enrollment and contributions in FY13. A full report showing the percent of change for enrollment by office is available on page 22.

Enrollments	
St. Joseph, Buchanan County.....	22%
N. Kingshighway, St. Louis City.....	18%
Gladstone, Clay County.....	11%
Cabool, Texas County.....	8%
Savannah, Andrew County.....	7%
Clayton, St. Louis County.....	7%
Olivette, St. Louis County.....	7%
Independence, Jackson County.....	7%
Fulton, Callaway County.....	6%
Republic, Greene County.....	6%
Mountain View, Howell County.....	6%
Lexington, Lafayette County.....	6%
S. Kingshighway, St. Louis City.....	6%
Nixa, Christian County.....	6%

Contributions	
West County, St. Louis County.....	18%
Clayton, St. Louis County.....	17%
Deer Creek, St. Louis County.....	13%
Monett, Barry County.....	11%
Lebanon, Laclede County.....	10%
Lexington, Lafayette County.....	9%
St. Charles, St. Charles County.....	9%
Farmington, St. Francois County.....	9%
Mountain View, Howell County.....	9%
Ste. Genevieve, Ste. Genevieve County.....	8%
New Madrid, New Madrid County.....	8%

LICENSE OFFICES SHOWING THEIR SUPPORT

Local driver license offices take on MTN's 2nd annual "Show Me Your Heart" challenge in February 2013. While February 14 is known as Valentine's Day, it is also recognized as National Donor Day. This day focuses on the five points of life: the power of organs, tissues, marrow, platelets and blood to save lives. Missouri offices participating were: Belton, Gladstone, Harrisonville, Liberty and Princeton. "To show appreciation for those customers who chose to give the gift of life and sight, these offices created and displayed large Valentine cards to thank their customers that said 'yes' to the donor registry and 'yes' to the donor symbol," stated Sarah Jane Dolezal, Donor Designation Coordinator for Midwest Transplant Network.



“Every action in our lives touches on some chord that will vibrate in eternity.”

—Edwin Hubbel Chapin

MISSOURI REGISTRY PARTICIPATION

COUNTY/OFFICE NAME	FY13	% of Change	COUNTY/OFFICE NAME	FY13	% of Change	COUNTY/OFFICE NAME	FY13	% of Change	COUNTY/OFFICE NAME	FY13	% of Change
ADAIR Kirksville	35%	+4	DENT Salem	34%	-1	MACON Macon	37%	+4	SCOTT Chaffee	40%	+2
ANDREW Savannah	49%	+7	DOUGLAS Ava	29%	-5	MADISON Fredericktown	40%	+4	Sikeston	38%	+1
ATCHISON Rock Port	50%	+4	DUNKLIN Kennett	34%	+2	MARIES Vienna	37%	+2	SHANNON Eminence	36%	+5
AUDRAIN Mexico	41%	+3	Malden	24%	+1	MARION Hannibal	43%	+3	SHELBY Shelbina	41%	-3
Vandalia	39%	0	FRANKLIN Pacific	54%	+4	Palmyra	48%	+2	ST CHARLES Harvester	53%	+2
BARRY Cassville	37%	-1	St. Clair	44%	+3	MCDONALD Pineville	38%	-1	O'Fallon	46%	-1
Monett	40%	+3	Sullivan	42%	+1	MERCER Princeton	39%	0	St. Charles	48%	+2
BARTON Lamar	45%	+3	Union	44%	+2	Washingt	51%	+3	Wentzville	49%	+2
BATES Butler	48%	+5	Washington	51%	+3	MILLER Eldon	43%	0	ST CLAIR Osceola	47%	+4
BENTON Warsaw	42%	+2	GASCONADE Hermann	46%	0	MISSISSIPPI Charleston	35%	+3	ST FRANCOIS Bonne Terre	40%	+3
BOLLINGER Marble Hill	34%	+3	Owensville	35%	+2	MONITEAU California	36%	-2	Farmington	29%	-6
BOONE Columbia	53%	+1	GENTRY Stanberry	49%	+3	MONROE Monroe City	47%	+3	ST LOUIS Affton	43%	+3
BUCHANAN St. Joseph	47%	+22	GREENE Glenstone	48%	-1	Paris	29%	+4	Bridgeton	37%	0
BUTLER Poplar Bluff	34%	+1	Republic	54%	+6	MONTGOMERY Montgomery City	47%	+4	Chesterfield	55%	+3
CALDWELL Kingston	48%	+1	South Fremont	55%	+3	MORGAN Versailles	39%	+3	Clayton	59%	+7
CALLAWAY Fulton	40%	+6	Springfield	41%	+2	NEW MADRID New Madrid	25%	+3	Creve Coeur	51%	+2
CAMDEN Camdenton	55%	+3	GRUNDY Trenton	35%	+1	NEWTON Neosho	42%	+2	Deer Creek	53%	+5
CAPE GIRARDEAU Cape Girardeau	45%	+1	HARRISON Bethany	43%	+4	NODAWAY Maryville	53%	+2	Des Peres	57%	+3
Jackson	38%	-1	HENRY Clinton	39%	+1	OREGON Alton	27%	-2	Ferguson	29%	+4
CARROLL Carrollton	37%	0	HICKORY Hermitage	41%	+4	Thayer	34%	+3	Florissant	35%	-2
CARTER Van Buren	31%	0	HOLT Mound City	46%	+2	OSAGE Linn	43%	-1	North County	23%	+2
CASS Belton	52%	+1	HOWARD Fayette	38%	-8	OZARK Gainesville	40%	0	Oakville	44%	+2
Harrisonville	50%	+3	HOWELL Mountain View	40%	+6	PEMISCOT Caruthersville	32%	+2	Olivette	39%	+7
CEDAR Stockton	36%	+4	West Plains	40%	+4	PERRY Perryville	43%	+2	Overland	36%	+4
CHARITON Keytesville	35%	+2	Willow Springs	36%	0	PETTIS Sedalia	40%	-2	South County	46%	+4
CHRISTIAN Nixa	57%	+6	IRON Ironton	23%	-7	PHELPS Rolla	44%	+1	West County	54%	0
Ozark	51%	+1	Viburnum	31%	0	PIKE Bowling Green	40%	+3	ST LOUIS CITY AAA St. Louis	37%	+1
CLARK Kahoka	51%	+4	JACKSON Blue Springs	52%	+3	Louisiana	36%	+3	North Kingshighway	29%	+18
CLAY Excelsior Springs	45%	0	Grandview	44%	-1	PLATTE Parkville	53%	+3	South Kingshighway	39%	+6
Gladstone	52%	+11	Independence	45%	+7	Platte City	57%	+1	St. Louis City Hall	38%	+5
Liberty	56%	+3	Kansas City	32%	+4	POLK Bolivar	43%	+5	STE GENEVIEVE Ste. Genevieve	50%	+2
North Kansas City	48%	+2	Lee's Summit	56%	+1	PULASKI Waynesville	48%	+1	STODDARD Dexter	33%	+3
CLINTON Cameron	50%	+3	Raytown	38%	0	PUTNAM Unionville	37%	+2	STONE Crane	38%	+1
Plattsburg	49%	+3	Sugar Creek	39%	0	RALLS New London	36%	-1	Lakeview/Branson West	51%	+4
COLE Jefferson City	49%	+3	JEFFERSON Arnold	53%	+3	RANDOLPH Moberly	44%	+1	SULLIVAN Milan	32%	0
Jefferson City Mail In	39%	+5	De Soto	37%	0	RAY Richmond	42%	+3	TANAY Branson	49%	+1
Jefferson City Mini Branch	52%	+3	High Ridge	44%	+3	REYNOLDS Ellington	27%	+4	Forsyth	46%	+3
COOPER Boonville	41%	-1	Imperial	48%	+2	RIPLEY Doniphan	26%	+1	TEXAS Cabool	31%	+8
CRAWFORD Cuba	40%	+1	Twin City	47%	+1	SCOTLAND Memphis	35%	+1	Houston	33%	+4
Steelville	42%	+2	JOHNSON Warrensburg	49%	+3	*Registry participation is for July 2012 through June 2013 and is based on percent of total transactions responding "yes" to being placed on the registry. If the fee agent changed during FY13, the percent may be altered. Percent of change refers to change from previous fiscal year. Data is subject to change based on future data submission or correction.			Licking	35%	+3
DADE Greenfield	43%	+2	KNOX Edina	39%	+2				VERNON Nevada	48%	+2
DALLAS Buffalo	31%	-2	LACLEDE Lebanon	45%	+4				WARREN Warrenton	39%	0
DAVIESS Gallatin	40%	+4	LAFAYETTE Lexington	44%	+6				WASHINGTON Potosi	31%	-1
DEKALB Maysville	51%	+4	LAWRENCE Aurora	35%	-3				WAYNE Greenville	29%	-1
			Mount Vernon	47%	0				WEBSTER Marshfield	41%	+2
			LEWIS Monticello	47%	+4				WORTH Grant City	36%	+1
			LINCOLN Elsberry	40%	+4				WRIGHT Hartville	29%	-2
			Troy	44%	+1				Mountain Grove	29%	+2
			LINN Brookfield	42%	+4						
			LIVINGSTON Chillicothe	43%	+1						





Organ and Tissue Donor Program

Missouri Department of Health and Senior Services

P.O. Box 570

Jefferson City, MO 65102-0570

573-522-2847 or toll-free 888-497-4564

health.mo.gov/organdonor

AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER
Services provided on a nondiscriminatory basis.